



## SKETCH YOUR BUSINESS MODEL

This worksheet will help you begin to envision how your business model will work. Describe it in as much detail as possible, even though it may evolve.

**1**

Write down or sketch a short description of your business model below.

**REVENUE:**

How will we get paid?  
How much, how often?  
Who will pay?

**COSTS:**

What are our three top costs?

**DISTRIBUTION:**

How will you get your product,  
service or offering in front of  
potential customers?

**SHORT TERM****LONG TERM**



2

List the top three or four assumptions behind your business model. What needs to be true for it to work? (Extra credit for sketching)